

Great Organ plays at 9, 11, 11:55 and 4:50 Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

At Least One Page of News That Is All Good News

One School Teacher We Know in Another City Has a Jar

rather large, an old preserving jar, in which she puts the single pennies that come into her hands and which she empties at Christmas.

Isn't that an easy way to get the nine dollars she unexpectedly found there last Christmas, and saw how far she could make it go in little things?

Of course, if she bought a pipe for her father or her beau, it would all end in smoke!

It is not too far off even now to make a list of what nine dollars could do for the old mother or father or the dear ones for Christmas.

Saving is a fascinating habit when once begun.

Save a little time for frequent visits to this ever-changing Store.

(Signed) *John Wanamaker*

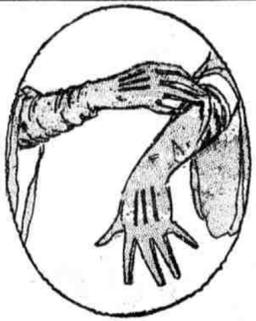
Sept. 26, 1919.

New Long Street Gloves for Short-Sleeved Gowns

Just unpacked and now presented for the first time.

They are fine soft finished cape-skins, with spearpoint embroidery, very smart looking, indeed, and in the fashionable colors of tan, brown, gray or beaver. They are 8-button length and \$5 a pair.

(Main Floor, Central)



New Suits That Will Please a Number of Women

Those women, for example, who want a good, warm, practical suit to wear every day and who desire to get as much service out of it as possible.

There is a very pretty style in both mixture and homespun weaves in gray and brown. It is belted and rather inclined toward a sports model, with double pockets. The price is only \$40.

Or should you prefer, you may choose from a large assemblage of new suits in other all-wool materials—silvertone and plain velour, gabardine and tricotine—all made according to the newest and best ideas of fashion and trimmed with braid, tiny pinch tucks, stitching or rows of buttons.

There are all the colors and the prices are only \$40 to \$65.

(First Floor, Central)

New Warm Frieze Coats From \$18.75 to \$37.50

The first time this season we have had such inexpensively priced coats, and they are remarkably good values.

They are wool frieze, heavy enough for very cold weather, and there is a lining and an interlining to the waist.

Altogether there are five styles, some with yokes, inverted pleats on the seams, stitched straps, and all are belted.

Women, too, will appreciate them because they are the sort of coats that do not readily go out of fashion.

The colors are gray, garnet, black, navy, green and brown.

(First Floor, Central)

Boys' Fall Suits of Reinforced Quality

Mothers and fathers whose boys are "hard on their clothes" never worry about it—if they have sense—knowing that it is a good sign for a boy to put his clothes to a hard test.

On the other hand, it has to be provided against. The best provision possible is represented by our boys' suits of reinforced quality, by which we mean suits in which the seats and knees of the trousers and the elbows of the coats are reinforced to stand the strain, these being the places where the strain is hardest.

School days, in particular, are the days that try a boy's clothes, and these suits are particularly intended for school wear. In fancy mixed gray and brown fabrics and in good practical patterns, all in the Norfolk style and in a variety of models—box pleats, inverted pleats, plain belted styles and so on.

Prices \$16.50, \$18, \$20 and \$22.50; ages 8 to 18 years.

(Second Floor, Central)

We Know That Every Housewife Who Has Need for New Equipment

for the kitchen, laundry and bathroom will be glad to get them at less than regular prices.

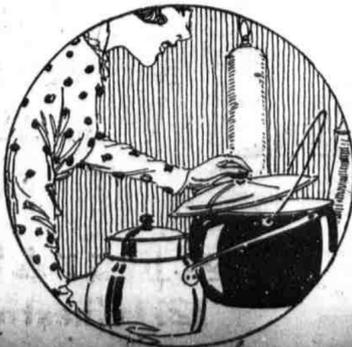
We do not know when we shall ever again be able to get such things at prices as low as they now are.

We do not know when we will ever again be able to get together such another collection of specially priced

- | | |
|-----------------------|-----------------|
| Fireplace furnishings | Woodenware |
| Cleaning utensils | Timeware |
| Galvanized ware | Pantry ware |
| Aluminum ware | Refrigerators |
| Bathroom furnishings | Sewing machines |
| Cutlery | Enamelware |

We particularly recommend that attention be given to the unusually good collection of galvanized iron receptacles, such as rubbish barrels and garbage cans. These are utensils that are very necessary to the good appearance and good health of our city.

(Fourth Floor, Central and Market)



Bewitching New Velvet Hats From \$10 to \$15

Such a variety of pretty shapes, and they seem especially made to be becoming!

There are graceful picture hats with soft crowns and ostrich tips or a bit of fur on them; rolled sailors, many with the new mitred crowns, and perhaps a band of burnt coque feathers. Then, for the woman who looks her best in trim tailored effects, there are charming small turbans, many being puffed or pleated around the brim to take away a too severe look. They have odd feather fancies in some cases to add a certain piquancy.

All the lovely new fur colors are here, also plum, dark blue, plenty of black and such others as will go with the new suits and gowns. The prices don't represent one-half of the attractiveness of these new hats.

(Second Floor, Chestnut)

Newest and Loveliest Fall Fashions for Young Women

It will be strange, indeed, if every girl and young woman who sees them doesn't fall in love with these beautiful garments at first sight. There is everything to make one do so, from the quality of the fine materials down to the last little exclusive touch that makes all the difference in the world.

Suits

No matter what price you pay, the fabrics are all-wool and there are all the fashionable cloths—tweeds, mixtures, plain and silvertone velours, burellas, chevilles, tricelines, checked velours, broadcloths and velvets. In practically every desirable shade, and many are fur trimmed. Various prices between \$40 and \$175.

The Useful Coat

Coats for everyday use in good-wearing chevilles and frieze and so on up to the finer ones in chameleon cloth, finsel-tone, crystal cord, plain and silvertone velours. On the higher-priced coats are large collars and cuffs of fur. Prices \$28.50 to \$178.50.

(Second Floor, Chestnut)

Then the Dresses

For mornings the young women should have a tailored blue serge or tricotine. Braid and stitching are largely used and many buttons, \$32.50 to \$90.

For afternoons, handsome velvet dresses or Georgette crepes, tricettes, the new chameleon silk, satin or kitten's ear crepe. They are fascinatingly pretty styles, priced from \$32.50 to \$90.

That Separate Skirt

So much used under coats or to wear in the house with shirtwaists—both plaids and plain colors, pleated, kilted and the newest of all with fine accordion pleats, \$15 to \$35. Sizes 14 to 20 years.

(Second Floor, Chestnut)

Children's New Hats Pretty as Mothers Could Wish

Tams are especially popular, and no wonder, for every child likes them and they are almost always becoming. They come in velour, beaver and velvet—black and the new colors, and many have ribbon streamers.

Some children may look better in some delightful little beaver pokes. They have long ribbon streamers. Here are also plain colored velours in rolled sailor shapes, San Toy sailors, corduroys with stitched brims, and the new mitred crowns and fascinating broadcloth round turban-shaped hats trimmed with bands of nutria.

There are school hats and hats to wear with one's best coat, and they are certainly prettier than ever this year. \$4.50 to \$15.

(Second Floor, Chestnut)

The First Evening With the New Piano

is a memorable evening in most households. The first piano to enter any house should assuredly be a piano of points and pedigree. Who can tell when, or whether, there will be a second?

In the splendid Salons of this great Piano Store, under ideal conditions, eight of the foremost pianos and player-pianos can be listened to and, if desired, selection made. There are both upright and grand pianos, the selection in styles and woods of cases being wide.

Every piano is guaranteed as to make and quality, and payment for it permitted on easy terms.

(Egyptian Hall, Second Floor)

It Can Be Proved by Figures That a Parisienne Corset

renders back value for value, in style, elegance, durability and general satisfaction, for every dollar invested in it.

We wish every woman could visit the establishment in which the famous Parisienne corset is made exclusively for Wanamaker's customers by a Frenchwoman, the greatest expert in her line in the country. They would see that—

It is made altogether of the finest quality of imported materials. Made of the strongest materials, too, fabrics which are required to stand the test of the "pull" of 90 to 100 pounds weight, bones which combine the utmost flexibility with the utmost strength.

It is made by the most highly skilled workers in the country. The work is done, wherever practicable, by hand, and the completed corset passes through the hands of three final examiners before being placed in its dainty box.

New Offerings of Parisienne Corsets

for the Fall and Winter include models designed for figures requiring durability and comfort, and having full hip and bust proportions—

Model of strong coutil, heavily reinforced over abdomen and hips, with low, full bust and long skirt, \$10.

Serviceable model of broche, low bust and long skirt with tricot elastic gores for comfort, three large hooks below front steel, \$15.

Beautiful white broche Parisienne for the figure not requiring too straight lines, long over the hips, full bust and medium height, \$18.

Model of pink broche, elastic gores in front, very low bust, suitable for full diaphragm, \$18.

The Small Children Must Have Winter Coats

For Jack Frost is coming on apace, and it is not a bit too soon to have them ready.

Cozy chinchillas, chevilles, velours, silvertones, and handsome broadcloths; many have fur collars and cuffs.

They are intended for children from 2 to 6 years, and in the smaller sizes the colors are white, pink or blue, going on up to tan, brown, green and dark blue in the coats for larger boys and girls. Price \$12.50 to \$100.

The hats, too, are here—fetching little beavers, velours, velvets, corduroys and broadcloths. Many of these are fur trimmed. Prices \$2.75 to \$15.

(Third Floor, Chestnut)

First Velvetene Skirts

Unusually early, it is true, but a number of women have already asked for them.

One very pretty, full-gathered model which has the required narrowness at the hem, and turned-back pockets trimmed with smoked pearl buttons, is special at \$9.75. In seal brown, dark blue or black.

Another with gathered back and slightly draped at the sides is \$14.75. It has the new hanging pockets and comes in black or seal brown.

(First Floor, Central)

Time That Little Hands Had Warm Gloves

Some of the particular kinds that seem to be most liked are:

Tan capeskins, 1 clasp, at \$1.50 and \$1.75 a pair.

Mocha suedes, 1 clasp, outseam sewn, gray or tan, \$1.85 and \$2.25.

Genuine mochas, 1 clasp, gray, \$2 and \$2.50.

Also serviceable cotton duplex gloves, 1 clasp, in beaver, white or gray, \$1.15.

(Main Floor, Central)

Robing the Bride—From Veil to Slippers!

The Bureau of Shopping Assistants (Main Floor, West Aisle) will, if desired, help her to plan, or even to select, both the trousseau itself and the correct costume for the bride and her maids.

The Silk Store (First Floor, Chestnut) furnishes thousands of yards, each year, of the fine bridal satins for which it is famous.

These, that used to come from Italy, are now coming from the American mills, and they are very beautiful indeed. There are many excellent qualities, in a flexible range of prices.

Those brides who prefer to have the wedding gown made of white crepe meteor, taffeta, Georgette crepe or voile will find these materials also in plentiful choice at present.

Fur Robes and Other Robes for the Automobile

The London Shop has on display now an extensive collection of robes, including muskrat and opossum furs, silk plush, vicuna, cashmeres, Bedford and whip cords and woolen robes with and without fringe.

Now is the time when these things should be selected.

(The Gallery, Chestnut)



The Young Man's Fancy in a New Fall Suit or Overcoat

Fashion waits on youth. It is the most reasonable thing in the world that it should.

To have just the right fashions for young men has always been one of our aims—and we always know when we have found them. We have them now—in Fall suits and Fall overcoats.

And the fashion is re-enforced by sound quality.

Young men are invited to see the new selections today in Fall suits at \$32 to \$55; in Fall overcoats at \$32 to \$50.

(Third Floor, Market)

A Particularly Fine Bouquet of Men's New Dollar Neckties

There are two kinds of men when it comes to a silk four-in-hand necktie.

Mr. Man No. 1 wants a four-in-hand that will tie in a very close, neat knot.

Mr. Man No. 2 wants his four-in-hand to make a rather large, full knot.

We have a few hundred brand-new American-made silk neckties in Persian and striped effects that are suitable to the close knots.

And a few hundred more British neckties—Redleaf, which means specially made in England for Wanamaker's—that are the favorites of the men who like the necktie to have a full appearance.

Other silk neckties for Fall, 65c, \$1.50, \$2, \$2.50, \$3.50 and \$4.

(Main Floor, Market)

Men Are Buying Winter-Weight Shirts by the Armful

A particularly great favorite is one of soft, durable woven madras with silk stripes that can be had, at Wanamaker's only, at \$3.50.

You can find something like it elsewhere for \$1 more.

We can supply it at this price—\$3.50—for a short time.

It is made of a particularly fine quality of madras, soft and closely woven, in various favorite striped effects.

Other madras shirts for Winter at \$2.15, \$2.50, \$3, \$4 and \$5.

(Main Floor, Market)

Men's Good Winter Shoes Special at \$6.40

A small lot that is going out rapidly.

At this price they are just about the usual factory cost.

They are in five styles, two in smooth black calfskin and three in grain black calfskin.

All are Blucher lace, made with wide or narrow toes, and all with heavy double soles.

(Main Floor, Market)

The Chauffeur Must Have a Winter Outfit

We are likely to have quite cool weather any time now, and the chauffeur's comfort, good appearance and health depend on his having the proper Winter outfit.

Of particular interest is a dark oxford-gray worsted Norfolk chauffeur's suit, at \$32.50. Other chauffeurs' suits up to \$45.

Chauffeurs' overcoats, raincoats, puttees, caps and gloves in the best assortment to be found in Philadelphia.

(London Shop, The Gallery, Chestnut)

The Best \$6 Soft Hat in Philadelphia for Men

This is a new hat and different.

There are no other hats in Philadelphia like it.

We are quite sure there are no other hats in Philadelphia so good for the money.

The crown is fashioned to crease and the brim is double edged and curved with careful lines.

Each hat has a wide band with THE BOW IN THE BACK.

There is many a man who never looked well in a soft hat before who can wear one of these with fashion, with comfort.

They are here in browns, greens and drab.

(Main Floor, Market)